

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Adelstein / Liston
222 W. Ontario Street
Suite 600
Chicago, IL 60610

<u>Contract / Revision</u> 352974 /		<u>Alt Order #</u> 06848441
<u>Product</u> A.F.S.C.M.E.		
<u>Contract Dates</u> 09/04/12 - 09/09/12	<u>Estimate #</u> 3194	
<u>Advertiser</u> AFSCME		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/04/12	09/07/12	Live at Daybreak-Early	5a-6a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$300.00			
N 2	WTMJ	09/04/12	09/07/12	Live at Daybreak	6a-7a		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$700.00			
N 3	WTMJ	09/04/12	09/07/12	Today Show M-F	7a-9a		:30			NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				8	\$500.00			
N 4	WTMJ	09/08/12	09/08/12	Today Show Saturday	6a-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$300.00			
N 5	WTMJ	09/08/12	09/08/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$350.00			
N 6	WTMJ	09/09/12	09/09/12	Live at Daybreak-Sun. 6a-7a	6am-7am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$300.00			
N 7	WTMJ	09/09/12	09/09/12	Today Show Sunday	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$400.00			
N 8	WTMJ	09/09/12	09/09/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$350.00			
N 9	WTMJ	09/09/12	09/09/12	Meet the Press	9am-10am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$600.00			
N 10	WTMJ	09/09/12	09/09/12	Sunday Insight	10am-1030am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$250.00			
N 11	WTMJ	09/04/12	09/07/12	The Morning Blend	9a-10a		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$100.00			

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<u>Contract / Revision</u> 352974 /		<u>Alt Order #</u> 06848441
<u>Contract Dates</u> 09/04/12 - 09/09/12	<u>Product</u> A.F.S.C.M.E.	<u>Estimate #</u> 3194
<u>Advertiser</u> AFSCME		<u>Original Date / Revision</u> 08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	WTMJ	09/04/12	09/07/12	Today Show II	10a-11a		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$200.00			
N 13	WTMJ	09/04/12	09/07/12	Today Show III	11a-12n		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$200.00			
N 14	WTMJ	09/04/12	09/07/12	Noon News Rotation	12n-1p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$300.00			
N 15	WTMJ	09/04/12	09/07/12	Days of Our Lives	1p-2p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$200.00			
N 16	WTMJ	09/04/12	09/07/12	Live at 3:00 News	3p-4p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$200.00			
N 17	WTMJ	09/04/12	09/07/12	Live at 4:00 News	4p-430p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$450.00			
N 18	WTMJ	09/04/12	09/07/12	Live at 4:30 News	430p-5p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$500.00			
N 19	WTMJ	09/04/12	09/07/12	Live at 5 News	5p-530p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$1,000.00			
N 20	WTMJ	09/04/12	09/07/12	Live at 6 News	6-630p		:30			NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$1,100.00			
N 21	WTMJ	09/08/12	09/08/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$650.00			
N 22	WTMJ	09/09/12	09/09/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$650.00			
N 23	WTMJ	09/04/12	09/07/12	Access Hollywood	630p-7p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$500.00			
N 24	WTMJ	09/04/12	09/07/12	Live at 10pm M-F	10p-1035p		:30			NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$1,800.00			
N 25	WTMJ	09/04/12	09/07/12	Tonight Show	1035p-1137p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$750.00			
N 26	WTMJ	09/04/12	09/07/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$350.00			
N 27	WTMJ	09/08/12	09/08/12	Saturday Night Live	1030p-1205a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,000.00			
N 28	WTMJ	09/09/12	09/09/12	The Unit - Sunday 1130pm	11:30pm-12:30am		:30			NM	1	\$125.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$125.00			
N 29	WTMJ	09/05/12	09/05/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$7,000.00			
Totals											86	\$51,225.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	86	\$51,225.00	\$43,541.25
Totals	86	\$51,225.00	\$43,541.25

Signature: _____ **Date:** _____

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